

Jayson Bell

www.jaysonbell.co.nz

view my read.me

read case studies

With over 20 years experience, I consider myself fluent in digital solution design, delivery & strategy.

I believe effective design revolves around people, with a constant need to connect with customers on a permanent & regular basis.

Skills

Digital concept & strategy



UX / CX



Visual Design / UI



Tools



Adobe, Figma, Lookback, Askable, Jira, HTML / CSS



Work experience

Lead Product Designer

Oct 2021- Present

Boxer

Leader of user experience, visual & content design functions for B2C / B2B startup. Embedding principles, frameworks, ways of working & Design Ops culture to support go-to-market and scaling.

Experience Design Chapter Lead

July 2020 - Oct 2021

Mercury

Embedded a culture customer-led design & frameworks, including continuous usability testing programme. Trusted with designing & delivering various initiatives to improve churn, acquisition, retention rates & CLV collaborating both internally & externally.

Lead Experience Designer

Aug 2017 - Jul 2020

Vector

Experience Design & Analysis team lead, including liquid + R&D initiatives such as VR and conversational UL. Embedded culture of data (qual & quant) responsible for improving UX and CX across Vector - both internal & external. Charged with identifying & solving customer pain points and needs via interviews, testing, user observation, guerrilla testing, journey mapping & HCD methodologies.

Customer Experience Designer

Nov 2015 - Aug 2017

Vector

Owned newly created role to embed design thinking and best practice into BAU. Sole charge of design function including new brand guidelines, collateral & digital UI/UX vision. Includes 6 month Product Manager (interim) for Outage app + other digital products.

Head of Creative Production

Dec 2013 - Nov 2013

Mediaworks

Creative Producer

Dec 2011 - Dec 2013

Media works

Web / UI Designer

Feb 2000 - Nov 2011

Yellow / Finda



Education

Diploma of Computing Systems

1998 - 2001

Unitec Institute of Technology

Interests



Art



Gaming



Cooking



Interior design